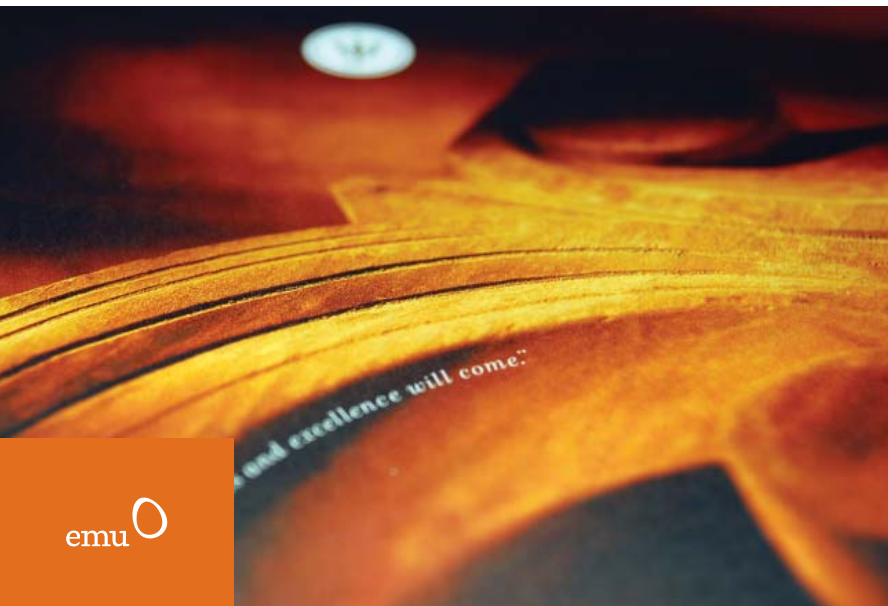


AN OPEN-ENDED SERIES FROM  
EMU DESIGN STUDIO

# Short Stories



Joseph Woodworking



#### ABOUT THIS SERIES

Each book in the *Short Stories* series is a brief overview of what Emu has accomplished with one of our clients. We hope you will give us a call so we can add your story to the series.

Joseph Woodworking was founded in 1990 by Jim Helm, a master cabinetmaker and second-generation woodworker. So, when Jim approached us to re-brand his company and develop targeted promotional collateral, a focus on tradition and craftsmanship was absolutely imperative.

We began by creating a distinctive new logo and stationery system that would better represent their level professionalism. We then designed a suite of functional and expandable product brochures. This initial set of three brochures, all featuring beautiful custom photography, includes a general corporate brochure, one focusing on Home Libraries, and one focusing on Media Centers. Additional brochures, including Kitchens and Bathrooms, are scheduled for development in the coming year.

Please feel free to contact us at 630.587.4033 if you would like to request samples or find out more about this ongoing project.



custom photography samples

## THE MEDIA CENTER

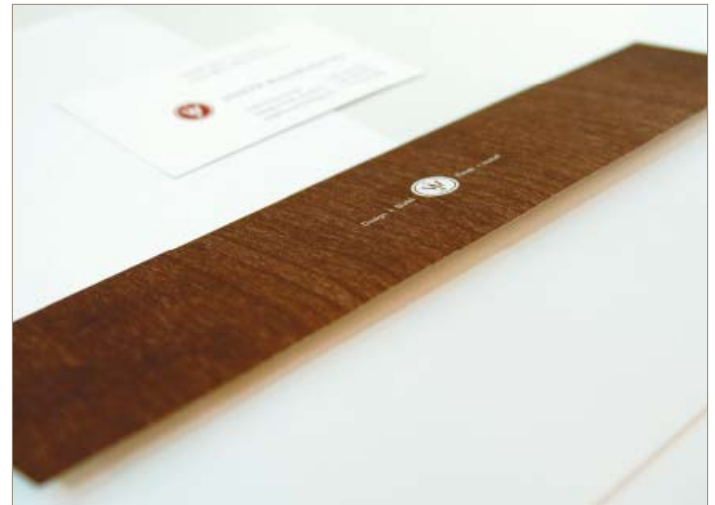
ect home entertainment experience relies o  
s attention to detail and continuity of desig  
strikingly simple or architecturally class:  
signed and expertly crafted media cen  
provide a feast for the senses... even wh  
turned on.

orking provides a variety of custom architectural mill  
rim solutions for projects such as libraries, entertain  
ffices, lobbies and paneling.

product brochure interior (detail)



JOSEPH WOODWORKING



logo, stationery system



product brochure covers (detail)



product brochures



## **EMU DESIGN STUDIO**

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### **about emu**

Emu Design is a leading strategic branding and communication firm. We help companies communicate through effective, creative, and innovative solutions that allow us to differentiate you from your competition and achieve your strategic objectives.

### **our capabilities**

Logo & Identity Development, Sales & Marketing Collateral, Trade & Consumer Advertising, Website Development, and Interactive Multimedia Development.

### **client experience**

Allscripts, Boise Office Solutions, Comcast, Crossings at Geneva, Discover Financial Services, Joseph Woodworking, Kraft Foods, Nook & Cranny Custom Cabinetry, StudioC Salon & Spa.